

Message Text

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PAGE 01 HONG K 02250 211420Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----106897 211511Z /53

R 210504Z FEB 78
FM AMCONSUL HONG KONG
TO USDOC WASHDC
INFO SECSTATE WASHDC 9093

UNCLAS HONG KONG 2250

STATE FOR EA/PRCM

E.O. 11652: N/A
TAGS: BEXP HK
SUBJECT: ELECTRICAL ENERGY SYSTEMS SEMINAR

1. IN VIEW OF MARKET SITUATION IN HONG KONG SUBJECT SEMINAR/
MISSION'S STOP COULD ONLY BE CONSIDERED HIGHLY SUCCESSFUL.
2. THERE WERE 20 INDIVIDUAL APPOINTMENTS AT THE HIGHEST LEVELS
OF GOVERNMENT AND UTILITIES AND ONE GROUP APPOINTMENT WITH CHINA
RESOURCES.
3. 12 MONTH EXPECTED IS \$250,000 AND THERE WERE 15 LEADS OBTAINED
AT US\$50 MILLION.
4. ALL MEMBERS OF THE SEMINAR TEAM HAD AN INTRODUCTION TO AND
ACCESS TO MEMBERS OF THE BOARDS OF DIRECTORS OF BOTH ELECTRIC
UTILITIES AND THEIR GENERAL MANAGERS AND THE CHIEFS OF EACH
MAJOR SECTION.
5. BOTH OF THE MAJOR ENGINEER CONSTRUCTORS INVOLVED IN THE
SEMINAR/MISSION EXPRESSED VERY POSITIVE VIEWS ABOUT DOING BUSINESS
IN HONG KONG. THIS IS THE EXACT OPPOSITE OF WHAT WAS EXPECTED BY
THEIR FIRMS PRIOR TO THEIR ARRIVAL HERE. BECAUSE THEY ARE
DIRECT COMPETITORS, NEITHER COMPANY WAS WILLING TO DISCUSS

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THE EXACT NATURE OF PROJECTS OR THEIR TIMETABLES BUT BOTH
EXPECT TO BE BACK IN THE NEAR FUTURE TO FIRM UP THOSE
DISCUSSIONS. CONSIDERING THE SITUATION WHICH WE BELIEVED
EXISTED PRIOR TO THIS MISSION, THAT IS THE BRITISH AND
JAPANESE HAD A VERY STRONG HOLD ON THE ELECTRIC POWER
INDUSTRY HERE, THIS SEMINAR/MISSION STOP HAS PROVED AN
UNQUESTIONABLE SUCCESS.

6. THE VISIT TO CHINA RESOURCES WAS INTERESTING AND ALTHOUGH NO ONE FROM CHINA RESOURCES OF A TECHNICAL NATURE ATTENDED THE SEMINAR THE MAINLAND PRESS HAD A CORRESPONDENT IN ATTENDANCE. THIS VISIT PROVIDED EACH ORGANIZATION WITH AN OPPORTUNITY TO INTRODUCE ITSELF AND DEVELOP CONTACTS FOR FUTURE USE.

7. THE SEMINAR CHAIRMAN HAS BEEN ABLE TO PULL THE DIFFERENT ASPECTS OF THIS PROGRAM TOGETHER INTO A VERY SMOOTH PRESENTATION FORMAT. HE HAS CONTINUALLY WORKED WITH EACH MEMBER OF THE TEAM TO ENSURE THAT HIS KEYNOTE ADDRESS PROVIDED THE PROPER INTRODUCTION FOR EACH MEMBER. MR. HENOCK HAS ALSO WORKED TO INSURE THAT THE PAPERS PRESENTED, COMPLEMENTED EACH OTHER AND THAT THEY ARE ADJUSTED FOR EACH MARKET.

8. THE MISSION MEMBERS HAVE REWRITTEN THEIR PAPERS FOR EACH STOP TRYING TO GAIN THE MOST FROM EACH PRESENTATION.

9. THE SEMINAR ITSELF WAS A SURPRISE AS NOT ONLY DID WE HAVE THE ENGINEERING AND OPERATION STAFF BUT THE CHAIRMAN OF ESSO HONG KONG AND HIS SENIOR STAFF ALONG WITH THE GENERAL MANAGER OF CHINA LIGHT AND HIS SENIOR STAFF. THE TURNOUT OF 23 PLUS PRESS FOR THE SEMINAR DOES NOT INDICATE THE QUALITY AND PROPER TARGETING OF THE SEMINAR PARTICIPANTS.

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10. LIKE THE SEMINAR, THE RECEPTION WAS PROPERLY TARGETTED AND THE TURN-OUT OF TOP MANAGEMENT WAS BETTER THAN EXPECTED. THIS EVENT PROVIDED THE PROPER ATMOSPHERE FOR INTRODUCTIONS. THE HILTON HOTEL'S HANDLING OF THE EVENTS MAKES IT AN EXCELLENT PLACE TO HOLD FUTURE COMMERCE EVENTS. IT IS CLOSE TO THE CONSULATE AS WELL AS CENTERED IN THE GOVERNMENT AND COMMERCIAL DISTRICT.

11. LONG RUN PROGNOSIS FOR DOING BUSINESS IN THE ELECTRICAL PRODUCTION SECTOR IS EXCELLENT AS THIS TEAM HAS SEEN A MARKET SHIFT IN THE ATTITUDE OF THE LOCAL UTILITIES AND POWER PRODUCERS.

12. THE SEMINAR CHAIRMAN, SEMINAR/MISSION MEMBERS AND SEMINAR COORDINATOR WISH TO THANK MR. LEVIN FOR HOSTING THE RECEPTION AND OPENING THE SEMINAR, AND MR. VOORHEES AND HIS STAFF FOR THEIR EXCELLENT HELP IN PUTTING ON HIS SEMINAR. MR. MCCAHERILL DID AN EXCELLENT JOB IN TARGETTING THE AUDIENCE FOR THE SEMINAR AND THE GUEST LIST FOR THE RECEPTION. WE ALSO WISH TO THANK THE COMMERCIAL STAFF FOR THEIR ASSISTANCE IN MAKING APPOINTMENTS AND FOLLOWUP.
SHOESMITH

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Message Attributes

Automatic Decaptioning: Z
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 21 feb 1978
Decaption Date: 20 Mar 2014
Decaption Note: 25 YEAR REVIEW
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978HONGK02250
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780078-0189
Format: TEL
From: HONG KONG
Handling Restrictions:
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780234/aaaabcdt.tel
Line Count: 113
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 620561d3-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: ONLY
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: ONLY
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3538927
Secure: OPEN
Status: NATIVE
Subject: ELECTRICAL ENERGY SYSTEMS SEMINAR
TAGS: BEXP, HK
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/620561d3-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014